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STUDENT SCORE LIST

**Institution** : BINUS University      **Academic Career** : Undergraduate  
**Campus** : Binus Kemanggisan      **Term** : 2019, Even Semester  
**Course** : MKTG6109 - Global Strategic Marketing      **Class** : LA23

Note : The Student who are highlighted in red background will get zero (0) points because of their ineligibility to take the exam due to Absence during Exam Period, Cheating, and any kind of Violation. For student who are sick during the exam period, the score will be revised after the Make-Up Exam Period.

No	Photo	NIM	Student Name	ASG (30%)	FIN (40%)	MID (30%)	Final Score	Grade
1		1901501663	ANTHONYE CAEISAR LAHOYA	90	90	85	89	A-

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Home Class MKTG6109 - Global Strategic Marketing

## Global Strategic Marketing

Global strategic marketing provides concise coverage of key decisions and issues in building and setting up a marketing strategy that can be implemented well in domestic and also International market. This course enables the students to define the marketing strategy elements and process and analyze market environment and customer profile to finally designing the right online and offline marketing strategy using traditional and new media and tools.

### COURSE INFORMATION

#### Learning Outcomes

- LO1** Define the marketing strategy elements and process
- LO2** Analyze market environment and customer profile
- LO3** Design online and offline marketing strategy using traditional and new media and tools

#### Assessment Method

#### Teaching and Learning Strategies

Case Studies  
Group Discussion  
Lecture  
Presentation

#### Textbook

**Graham Hooley, Nigel F. Piercy, Brigitte Nicoloud, John M. Rudd. (2017). Marketing Strategy & Competitive Positioning. 06. Pearson. . ISBN: 9781292017310.**

Hooley, Graham, Piercy, Nigel, Nicoloud, Brigitte. (2011). **Marketing Strategy and Competitive Positioning. 05. FITIM. . ISBN: 9780273740933.**

YOUR CLASS : **LA23-LEC****NEXT AGENDA**

No Class Schedule

EXPORT TO EXCEL

NO	STUDENT ID	NAME	GPS	GPA	ASSIGNMENT	ABSENCE	POST FORUM
1	1901501663	ANTHONYE CAEISAR LAHOYA	0.00	3.14	0/0	2/0	11

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